

UNIT : OFFICE OF PURCHASE
ISSUE : 2012/23318
SUBJECT : PURCHASE OF CONSULTANCY
DEADLINE : 07.11.2012 Wednesday 15:00

There will be a purchase of Consultancy Services by Turkish Football Association including the subjects declared below.

If you require more detailed information, please call 0212 362 2365 or send an e-mail to mehmetgulez@tff.org

The offers must be submitted to the Turkish Football Federation Office of Purchase, resident in İstinye Mah. Daruřsafaka Cad No.45 Kat.2, until 07.11.2012 at 15.00 by sealed tender.

PURCHASE SPECIFICATIONS OF CONSULTANCY SERVICES

1. Work Description:

Turkish Football Federation will provide smart cards for access systems in stadiums, central ticketing, electronic purse and loyalty system, central database for fans, surveillance of the fans with closed circuit television systems (CCTV), technology and investment of all necessary equipment which will enable central management on behalf of the clubs, in accordance with the 5th item of the Act on the Prevention of Violence and Irregularity in Football that published in the gazette on April 14, 2011.

Turkish Football Federation (which will be referred as TFF) will purchase consultancy service for preparing the necessary technical and administrative specifications of this investment, making the business analyzes, managing the purchase and the implementation process.

This Purchase of Consultancy Services Specifications determines the scope of services and a condition that corporations and sole proprietorships (will be referred as TENDERER) has to provide in their tender for the project described above.

TFF is not bounded by the provisions of Public Procurement Law and is free to choose the tenderer or give the job partially, in accordance with the Turkish Football Federation Internal Purchasing Instructions.

2. The Scope of the Work:

The systems that will be installed within the scope of this law include:

- Access Control System with Electronic Smart Card (Contact-Contactless with RFID Chip)
- Central Ticketing System and Portal (Web, Mobile)
- Loyalty System
- E-Money System
- CCTV System

Regarding to cover all of the above mentioned systems, related to writing the technical and administrative specifications, putting out to tender and finalizing the tender within the context of the tender model that TFF considers appropriate these are expected from the consultancy service:

- 2.1 Reporting the new requirements about the project by investigating the stadiums, system rooms and main system center in which application will be used, identifying the existing spaces, infrastructure, and systems and forming the stadium groups for the main tender documentation.
- 2.2 Technical requirements for Stadiums and IT Centers, criteria for the special needs, all necessary hardware, devices, equipment, infrastructure, communication and submitting the bidding specifications for the Project.
- 2.3 Submitting, technical requirements and criteria, to meet all the needs of project, designing the system architecture, work flow and analysis, business processes with compliance to standards specified in regulations of code no. 6222, FIFA, UEFA, International Olympic Committee, legislation of TFF and other relevant organizations and institutions, card access and all open and closed payment systems in Turkey and standards specified in loyalty systems.
- 2.4 Preparing the Project Plan in detail, under the main topics; Electronic Smart Card Access Control System, Central Ticketing System and Portal, Management of E-money, Loyalty System and CCTV, identifying the time, resources and the milestones and presenting realization plan to TFF digitally and receiving approval.
- 2.5 Regarding Consultancy Services on Access Control System with Electronic Smart Card (Contact-Contactless with RFID Chip):
 - 2.5.1 Addressing the needs of architectural drawings of stadiums and surroundings in coordination with TFF and preparing, modeling the draft drawings and

implementation drawings for every stadium group for the main tender documentation.

- 2.5.2 Plans, Sections and Elevations including, the site plans of the stadiums and approach roads to the stadiums, 1st security barriers around the stadiums, turnstile plans, stadium floor and grandstands (block, row, seat) plans, stadium entrance and floor/gallery turnstile placements, transition between the stands and evacuation gates etc. and the spaces where E-Money management system will be used such as buffets, shopping areas and the plans, sections and the elevations of electricity (high, low and extra-low), electronic systems, data and information systems, communication and CCTV systems will be prepared with TFF as a part of the item 2.5.1.
 - 2.5.3 Determination of the technical properties for the, security barriers and turnstile fields within the context given above, conforming to the appropriate standards that can be approved by TFF and consistent with the standards of relevant legislation.
 - 2.5.4 Control of all kind of devices in turnstiles and transition gates inside the stadiums, electric and electronic communication systems, cabling, technical features of all passive and active network and computer systems, continuous operability and security criteria, through process of the tender specifications, contract and application.
 - 2.5.5 Determination of the standards for the required software and hardware to obtain the CCTV systems, Access Control, smart card, readers and biometric systems.
 - 2.5.6 Setting the technical features of the electronic smart card, determining the use content and evaluation criteria.
- 2.6 Central Ticketing System and Portal is a platform that will provide an online ticket operation and payment between TFF, clubs and the audience. In terms of Ticketing System and Portal (Web, Mobile) Consultancy Services include:
- 2.6.1 Confirming the spaces required for Central Ticketing Systems, technical and administrative specifications regarding the determination of necessary technical features of infrastructural, data communications, cabling and the necessary equipments for local spaces like, fan management offices of clubs, working areas for related staff, card printing booths, kiosks, call center etc.,
 - 2.6.2 Preparation of the technical specifications for the software that will be used for Central Ticketing System and Portal, including the content, site map and navigation, terms of use, development flexibility, integration with the payment systems, call

center module and integration, security, required reports and reporting systems according to the existing software architecture of TFF.

- 2.6.3 Secure and centralized monitoring for the ticketing system on web, reporting systems for sold tickets, purchase preferences of the users, payments, supported by interactive and graphical reporting tools and identification of all information and document flow between TFF, clubs, third legal entities and public associations and institutions.
- 2.6.4 Determination of the necessary validation checks in fields of Central Ticketing System and Portal data inputs (TC ID Number from Mernis, credit card, sms, etc.).
- 2.6.5 Setting the content and technical properties for the components such as CMS, news portal, annotated event module, the search engine, user help and tutorial module, administration panel etc.
- 2.6.6 Preparation of technical specifications for all necessary infrastructure, networking, hardware, software etc., inspection of application process and presenting monthly reports to TFF.
- 2.6.7 Presenting a report to TFF on database scaling and possible future expansions.
- 2.6.8 Designing precisely necessities such as, actions to be taken for centralize and local stadiums database security, cluster structure, backup center etc. in the tender specifications.
- 2.6.9 Adopting all necessary measures with a design %99.9 uptime guarantee, designing the needed service time and SLA (service level agreement) agreements, establishing the specifications and conditions for the “maintenance and support agreement” of software and modules which will be also included in the tender documents.
- 2.6.10 Scaling the communication lines and types (land/mobile), determining required capacities for different centers (Main Center, Stadiums, Call Center etc.)
- 2.6.11 Specifying the feedback reports from call center, the error logs that might occur during the usage of the portal and the user entrance logs to TFF.

2.7 Consultancy Services concerning Loyalty System includes:

- 2.7.1 Identification of all points with TFF, that can be used for Loyalty System within the first security barriers of stadiums to declare to the companies that will bid in the main tender, existing places which are used by the companies that clubs have contracts with, all existing points for shopping; examination of the site, architectural

and infrastructural projects, completing the missing projects, getting the necessary information (size, function, photograph, etc.) about these places,

- 2.7.2 Designing a web access enhancements and infrastructure plan that can send a quick and efficient message to the audience's smart phones starting from the approach roads to the stadium and defining the context, technical features, hardware required to apply this software module and inspecting the process of the commissioning,
- 2.7.3 Identifying all the equipments (video walls, projection, TV, mini tv, etc.) contributing to a visual communication with the audience inside and around the stadiums and defining the possible usage opportunities of hardware and equipment requirements and the technical features related to Loyalty Systems ,
- 2.7.4 Designing the integration of Loyalty System platform with the other systems and media channels within this project scope, and designing the mobile, web, e-mail, and sms applications,
- 2.7.5 Regarding Loyalty System, in the context of strategic services, system design, program selection; identifying data management, data collection, storage, data segmentation, analyses, solutions, CRM, award, loyalty ratings, campaign management system and business intelligence,
- 2.7.6 The scope of technological services include, designing and identifying the hardware and software requirements of Loyalty System platform, web applications that stakeholders and users are going to use, content management system, shopping modules for web and mobile users, online shopping, campaign management system, smart card and pos integrations, kiosk, self service, store and sales point applications and equipments,
- 2.7.7 Concerning the Loyalty System application, maintaining the integration in audience (customer) relations, services and call center applications, payment systems and E-Money management,
- 2.7.8 Defining the content about the Call Center, technical infrastructure, hardware and software in the tender specification

2.8 Under the Consultancy Services in relation to E-Money Management:

- 2.8.1 Identification of the kiosk and cash loading spots and amounts needed inside and around the stadium, their technical features and necessary quantity information, Amount of Readers for electronic cards which will be also used in all shopping points and buffets, as well as design of necessary infrastructure architecture and related quantities,

- 2.8.2 Specifying the content for the E-Money Management software module, including the related items in the tender specification, coordination with TFF in the process of selection and/or development of the program that will be used, defining how all kind of information and document flow, e-signature processes, identification of netting and commit of cash flow between TFF, clubs, third legal entities, public associations and institutions must operate and including these in the tender specification related to E-Money Management,
- 2.8.3 All necessary infrastructure, hardware, and software needed for the E-Money Management System, advanced security system for customer protection, software and applications that will enable central control, electronic on-line authorization and verifying/approval mechanisms.

2.9 Regarding to CCTV System:

- 2.9.1 Preparing the assembly plans related to CCTV System placements including approach roads to the stadium, first security barrier around the stadium, areas between first security barrier and turnstiles, turnstile areas and passages (CCTV system integrated with access control in turnstiles as well as with central monitoring), evacuation gates, all doors opening to stands, stands and public galleries, locker rooms and halls around, and other spaces where TFF asks within the stadium,
- 2.9.2 Regarding Control Room and its environ, as TFF require, a crisis meeting room and necessary infrastructure plans will be designed and indentified in the main tender specifications for the CCTV systems,
- 2.9.3 The integration of CCTV System with Central Ticketing and Access Control System must be designed to enable person identification system,
- 2.9.4 The infrastructure and the software should be designed to submit the recordings of people who take a part in violence and irregular acts during the match, to the authorized units in required written and visual formats,
- 2.9.5 Identifying the necessary infrastructure for monitoring the city surveillance cameras and radio (wireless) management system in the police control rooms,
- 2.9.6 Designing the required infrastructural system to make CCTV system in the stadium to be watched from the crisis control places in the related governorships, Security General Directorate and TFF, defining the technical requirements

- 2.9.7 Determination of the matters related to storing records of people in tender specifications in accordance with the legislation and the necessary equipment and conditions for tender specification,
- 2.9.8 Submission of the annual operating and maintenance agreement format of CCTV systems for TFF in the main tender documentations, including control, maintenance and support services,
- 2.10 Defining all hardware and software requirements that are related to this project and suggesting their alternatives for submission to TFF,
- 2.11 Participating to the preliminary meetings with suppliers that are likely to be in tender,
- 2.12 Consulting to TFF Project Team in defining tender participation criteria
- 2.13 Preparation of the system performance evaluation report in case of a decision to establish a sample application about proposed products after tender,
- 2.14 Participation in the meetings with TFF Project Team which will be held with public associations and institutions for the system integrations (Mernis, Finance, E-Invoice, Security) and supervising the integration model,
- 2.15 Managing the tender process, defining the tender evaluation criteria, examination and evaluation of the applications, preparing the contracts with the tenderer that TFF choose and sending it to TFF Legal Advisor,

3. Duration of the Work

Following the review of the proposal for the purchase of Consultancy Services, The duration of the consultancy services which will begin with the signing the contract with the tenderer:

3.1 Project Planning and Field Studies	75 days
3.2 Determination of hardware / software requirements	
Determination of business model	30 days
3.3 Technical and Administrative Specification Writing	30 days
3.4 Evaluation of Tender Proposals	15 days

The time periods specified in 3.1 and 3.2 for the above duties will proceed simultaneously and the duties mentioned in articles 3.1 and 3.2 should not exceed 75 days in total. The duties specified above in 3.1, 3.2, 3.3 shall be completed and Technical and Administrative Specifications shall be delivered to TFF at the latest Thursday February 28, 2013. (With the demand of the tenderer and the acceptance of TFF, specified time may be extended for a month

starting on March 01, 2013. The extension can be repeated twice at maximum and the total extension period may not exceed two months)

4. Qualification-Reference Notification:

4.1 The tenderer shall have previous experiences and references on stadium management, security and infrastructure, Stadium Access Control Systems that works with Smart Card Technologies, Card systems in Transportation and Card Payments systems and loyalty management systems for banks, City Card systems and infrastructures or similar business systems works with Smart Card Technologies:

4.1.1. Prepared a System Architecture in the above mentioned sectors and prepared a business analyses or

4.1.2. Prepared technical and administrative specification regarding to the technical structure and operating projects for the tenders of public or private organizations which are acting in the sectors stated above or

4.1.3. Involved in project management or inspection of such systems that implies contacted and contactless smartcards, card readers technologies equipments and access systems (especially on sport arenas) or

4.1.4. Having enough experience in data safety and system safety subjects in Smart Card Technologies and Access Control Systems fields or

4.2 Concerning IP based CCTV Camera Systems used in areas such as Sports Fields (stadiums, sports halls), Airports, Highways:

4.2.1 Prepared technical and administrative specifications operated by public or private companies

4.2.2 Involved in management or inspection of such systems that implies IP based CCTV systems operating for the sectors stated above or

4.2.3 Be an expert on image and data storage subjects.

Natural or legal persons that provide more than one of the terms mentioned in the articles 4.1 and 4.2 will be considered. Providing a greater number of conditions listed above will stand out in the evaluation.

Tenderer shall not be an integrator, manufacturer, distributor or a dealer in the areas that are stated above. The real person or the legal person that cannot fulfill the requirements that are stated above cannot attend this tender directly or through third parties. Therefore the tenderer should undertake that all of its actions must be compatible to the conditions of this tender.

References of candidate tenderer companies and CV's of the staff that will participate as consultants shall be delivered in the tender file. Foreign companies needs to have local representation or needs to have a local partner company or natural person. Tenderers will submit their references that lead to their last ten years of experience separately with the headings of sports and other service areas.

5. Documents Required to Offer Consultancy Services:

Tenderers shall attach to the tender envelop:

5.1 ORIGINAL TENDER LETTER (Signature and stamp in the tender letter must be appropriate under the corporate signature circulars.) that includes Tenderer's commitment to all matters specified in this specification and proposed price,

5.2 Signature Declaration or Signature Circular showing the authority to bid;

5.2.1 In case of a natural person, notarized signature declaration

5.2.2 In case of a legal person, notarized authorized signature circular indicating the authority and other bidding documents,

5.3 Chamber of Commerce and Industry commercial registration certificate that registered pursuant to the legislation

5.3.1 In case of a natural person, the document that indicates registration to the Chamber of Commerce and Industry or related Profession in the year of the first advert or the year that tender is announced;

5.3.2 In case of a legal person, the document taken in the year of the first advert from the Chamber of Commerce and/or Industry that the legal entity is registered or document that legal entity is registered and company's operating certificate taken in the year of tender,

5.4 Original attorney if tender letter is signed by procurator

5.5 Attaching all documents specified under the heading of the article 4 Qualification-Reference Notification in this specification is a legal condition.

5.6 Tax and Social Security Records

6. Offers, Payment and Securities:

Offers must be delivered to the TFF General Secretary latest deadline date after publication of the purchase of consultancy specification on the website of TFF. The validity period of the offers must be at least 90 (ninety) calendar days beginning from the day that the offer was made. The offer letters that are less than 90 (ninety) days will not be considered as an offer.

The offers must be given in Turkish Lira (TL) currency for the work items and processes mentioned above. Accommodation and travel costs must be included in the offer and site visit schedules to the stadiums that are in consultancy services must be shown in the project plan.

TFF invites the holder of the offer that is deemed as adequate to make the contract as a result of the evaluation process. This contract will consist all the items and procedures that are stated in the "Purchase of Consultancy Services" tender specifications.

Within the following 10(ten) days of contract making notification to the winner bidder, the winner bidder shall warrant a letter of guarantee which will be calculated as 15% of the final winner tender offer. Letter of guarantee shall be provided as definite and as a continuing guarantee and must be taken from a bank that operates in Turkey. The letter of guarantee will be given back 6 months after the consultancy services completion according to the contract and acceptance of the project. Otherwise, TFF will take legal action to encash the letter of guarantee to eliminate the losses suffered due to lack of coherence to the contract.

Tenderer will be in charge of tax payments related to the contract and the work, duties, fees and any expenses that occur directly and/or indirectly during the consultancy service.

FEDERATION may at any time request that the letter of guarantee submitted to it, be amended. In that case TENDERER shall be obliged to amend the letter of guarantee and submit the letter of guarantee which is compatible with the request of the FEDERATION within ten days of the request. TENDERER shall be deemed to have abstained from signing the agreement, if it does not comply with this obligation.

In the cases where the letter of guarantee is not submitted to the FEDERATION by the TENDERER in accordance with tender specifications or not amended within 10 days of the request of the FEDERATION, TENDERER shall be deemed to have abstained from signing the agreement and the clauses with regard to the encashing shall be applied.

Any costs related to the letter of guarantee which may arise while the letter of guarantee is retained by the FEDERATION, including the commission, shall also be borne by the TENDERER.

In the cases where the TENDERER, fails to carry out the services or fails to deliver the work within the time limit specified in the tender specifications or fails to fulfill or is unable to fulfill any other obligation specified in the tender specifications or fails to pay the consideration arising from the agreement or fails to fulfill similar liabilities on time or fails completely to fulfill

said liabilities, fails to observe legal provisions, fails to abide procedure and principles with regard to the work, the FEDERATION, reserving it's the rights to terminate and implementation of the penalty clauses, shall have the right to encash the letter of guarantee it retains, without prior warning, notification or an award of the court.

TENDERER, beforehand, agrees and undertakes irrevocably that, it waives its right to sue, plea or demand against the encashing of the letter of guarantee by the FEDERATION with a view to above-mentioned purposes, the recording of it as revenue and the collection of the amount specified in the penalty clause for that purpose.

Billing will be executed after the written approval of TFF relevant departments that indicates the work is completed and delivered on time. Payments will be made to the tenderer's account within 30 (thirty) working days by TFF.

15% in advance with the signature of the contract

25% after the writing of Technical and Administrative Specification

20% with the completion of the tender and purchasing process

40% accrual of the conclusive acceptance

Will be paid in accepted tender amount together with the contract.

7. Privacy:

Tenderer will keep strictly confidential any information related or connected to the contract during and after the contract period except the circumstances that any public authority or another chair that is authorized by law and information sharing required in order to implementation of the contract to be signed.

The obligation to secrecy is valid for all employees of the tenderer, so violation of privacy by tenderer's staff is tenderer's responsibility. Tenderer must take every action to make its staff to comply with this confidentiality obligation.

8. Penal Clauses:

TENDERER, shall beforehand agrees, undertakes and declares that, in the cases where, it fails to carry out the services or fails to deliver the work within the time limit specified in the tender specifications

or fails to fulfill or is unable to fulfill any other obligation specified in the tender specifications or fails to pay the consideration arising from the agreement or fails to fulfill similar liabilities on time or fails completely to fulfill said liabilities, fails to observe legal provisions, fails to abide procedure and principles with regard to the work; in addition to the encashing of the letter of guarantee it shall pay a penalty amounting to half of the tender price, that the penalty is in addition to fulfillment of the contract and that it is not illicit.

In all of the above-mentioned cases, the FEDERATION reserves its right to demand and sue for all damages, in particular the difference between the TENDERER's price and the price of the new tender, which were not satisfied by the guarantee and the penalty clause.